

CALIFORNIA STATE UNIVERSITY, FRESNO

1911-2011



STEPPING INTO OUR NEXT CENTURY

Advancement Division Action Plans

FY 2010-11 and FY 2011-12

Craig School of Business



CALIFORNIA STATE UNIVERSITY, FRESNO
University Development FY 2010-11 / 2011-12 Action Plan Details

Department: Craig School of Business
Date: September 2010

Priority/Product	Criteria for Success	Tactics	Special Considerations
Student & Faculty Support	\$2 million campaign goal <ul style="list-style-type: none"> • Prospect identification. • Program and faculty salary support. 	<ul style="list-style-type: none"> • Identify and cultivate prospects for each area. • Work to increase visibility of all programs. • Engage alumni who were involved with various programs. • Engage consistent internship program users for additional support. • Look for planned giving prospects to support this area. • Develop stewardship plan for scholarship donors. 	<ul style="list-style-type: none"> • Center includes: internship, International Business Program, Honors Program, service learning, academic support, faculty support. • Tier I project. • Allows donor interested in supporting students to choose from a variety of options.
Arnold and Dianne Gazarian Real Estate Center	\$3.5 million campaign goal <ul style="list-style-type: none"> • Continue to cultivate prospects for position endowment. • Continue support in real estate community. • Faculty salary support. 	<ul style="list-style-type: none"> • Continue to identify and cultivate prospects. • Continue with current solicitation of endowed chair with specific donor. • Continue to increase visibility of program and Gazarian Center. • Continue to meet regularly with advisory board. • Continue cultivation of advisory board. • Continue to hold at least one Gazarian sponsored program each semester. • Involve Director and advisory board chair in cultivation and prospecting. • Look for planned giving prospects to support this area. 	<ul style="list-style-type: none"> • Continue to integrate Dean and Director into the real estate community. • RELUI will continue under the umbrella of the Center. • \$1.5 million already committed. • Tier I project. • Continue assisting the Director with the advisory board. • Continue stewardship of current donor.

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Institute for Family Business	\$1.5 million campaign goal <ul style="list-style-type: none"> • Prospect identification. • Faculty salary support. 	<ul style="list-style-type: none"> • Cultivate current board members for annual support. • Continue to use the Family Business Awards as a cultivation tool. • Work with Dean and director to develop a prospect list. • Look for planned giving prospects to support this area. 	<ul style="list-style-type: none"> • With the help of the Dean, become more engaged with the Director and IFB board. • Tier I project.
Lyles Center	\$2 million campaign goal <ul style="list-style-type: none"> • Prospect identification. • Program support. 	<ul style="list-style-type: none"> • Support the work of the director and CLC liaison. • Continue to identify and cultivate prospects in partnership with the liaison. • Continue to build alumni chapter and work with volunteer board. • Look for planned giving prospects to support this area. 	<ul style="list-style-type: none"> • Work closely with Corporate & Foundation Relations Director. • Tier I project.
Volunteer Boards <ul style="list-style-type: none"> • Business Associates (BA) • Business Advisory Council (BAC) 	\$175,000 Annual <ul style="list-style-type: none"> • Recruit 10-15 new local and regional businesses for BA. • Increase alumni business chapter memberships and event revenue. 	<ul style="list-style-type: none"> • Continue with e-newsletter for BA. • Continue electronic communications with chapter members. • Work with FSAA to help chapter exposure, membership and points-of-contact. 	<ul style="list-style-type: none"> • Engage Business Associates Board members in BA prospecting and recruitment – work closely with BA chair for 2010-2011. • Engage current BA members to prevent lapsed membership. <p style="text-align: right;">(continued)</p>

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<ul style="list-style-type: none"> • Alumni & Friends Chapter 	<ul style="list-style-type: none"> • Increase exposure of alumni chapter to current students. • Continue to recruit a diverse group of up-and-coming business leaders for Business Advisory Council. 	<ul style="list-style-type: none"> • Increase publicity for Alumni & Friends Chapter special events. • Increase Alumni & Friends scholarship endowment. • Work with executive committee of chapter to develop a strategic plan. • Continue with Message from the Dean to BAC members every 6-8 weeks. • Continue to plan effective BAC meeting under new bylaws. • Cultivate BAC members for annual, major and planned gifts. • Develop new faculty partnership plan with BAC members. • Cultivate current and past members for planned gifts in their estates. • Steward past BAC members through semi-annual breakfast with the Dean and Associate Dean. 	<ul style="list-style-type: none"> • While the Assistant Director of Development's primary responsibilities are focused on the Centennial, the Director of Development will take the lead for Alumni & Friends and BA. • DOD continues to staff BAC.
Prospect Development	<ul style="list-style-type: none"> • Portfolio of 100 major prospects. 	<ul style="list-style-type: none"> • Minimum of 150 substantive reports of contact. • Work closely with CLC liaison to improve prospect pool. 	
FY 2009-10 Goal	\$1,500,000		
FY 2010-11 Goal	\$1,500,000		